



AP METADATA SERVICES

Taxonomy and Tagging Designed for Digital News Publishing

What is AP Metadata Services?

AP Metadata Services is a new automated service that applies rich semantic metadata to news content. It's comprised of two components: AP News Taxonomy, a classification system designed specifically for use by news publishers and the AP Tagging Service that employs semantic rules to news content.

Used by AP since 2007 to support its own award-winning, global news operation, this "Software-as-a-Service" (SaaS) product will quickly and efficiently increase the value of your news content with accurate, comprehensive, and detailed metadata, allowing you to compete in the 24/7, "always on" news marketplace.

How does it work?

AP News Taxonomy

- Delivers a classification system comprehensive enough to meet the demanding requirements of today's news organizations
- Provides standardized, regularly updated, controlled vocabularies covering concepts and named entities, including more than 4,100 Subjects, 2,000 Geographic Locations, 1,100 Organizations, and 87,000 People, plus 38,000 Companies (optional)
- Exposes semantic relationships between various entities and concepts, enabling publishers to realize the promise of the Semantic Web

The AP Tagging Service

- Employs semantic rules to analyze content automatically and accurately. Organizations submit English-language content using a RESTful API and receive back metadata based on the AP News Taxonomy, including named entities, generic subjects and the subject hierarchy
- Goes beyond the capabilities of most text extraction and analytics services by identifying concepts, not just named entities, which can be linked to other AP assets

What are the Benefits?

- Keep readers on-site by surfacing related content
- Create a seamless reader experience across content from different sources
- Develop new services and applications to engage readers and monetize archival content
- A cost savings alternative to in-house solutions or tagging manually.
- Stay current with AP's regular updates to tagging rules, named entities, concepts, and semantic relationships
- Easily share and reuse data across content sets, applications and organizations with AP's technology
- Automated change notifications available via APIs make it easy for customers to stay current with the latest data.

TALK TO US

For additional information about **AP Metadata Services**, please contact the **Associated Press** at apmetadata@ap.org

